



WWF Zambia Country Office **STRATEGIC PLAN** 2026 - 2030





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1. EXECUTIVE SUMMARY

This Five-Year Strategic Plan (2026–2030) outlines WWF Zambia’s roadmap to address Zambia’s most pressing environmental challenges through inclusive, landscape-based approaches to biodiversity conservation, climate resilience, and sustainable development.

WWF Zambia’s vision is to be the partner of choice in delivering locally driven biodiversity conservation and resilient food systems. Its mission is to halt environmental degradation and build a future where people live in harmony with nature. The central goal of this strategy is to protect and restore ecosystems while supporting climate-resilient livelihoods and sustainable food systems across Zambia.

This goal is operationalised through five conservation programme goals:

1. Stabilise and/or increase populations of key wildlife species
2. Restore and enhance freshwater ecosystems
3. Restore and enhance forest ecosystems
4. Improve the wellbeing of people
5. Reduce CO₂ emissions

Aligned with Zambia’s national priorities, particularly the Eighth National Development Plan, and WWF’s global 2030 strategy, this plan marks a transition from fragmented project-based interventions to an integrated, landscape-level programming model. Implementation will focus on three priority landscapes:

- Kafue
- Upper Zambezi
- Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA)

The strategy is structured around three core thematic pillars:

1. Nature and Biodiversity Conservation
2. Sustainable Food Systems and Livelihoods
3. Climate Action and Green Economy

Across these pillars, WWF Zambia will deliver key outcomes including the restoration of degraded ecosystems, increases in wildlife and fisheries populations, improved water security, and enhanced ecosystem service delivery. Complementary efforts will support sustainable agriculture and fisheries, nature-based enterprises, and the development of green value chains, underpinned by good governance and inclusive natural resource management.

To deliver this strategy, WWF Zambia will mobilise approximately ZMW 0.99 billion (US\$43 million) over five years, leveraging its conservation expertise and global network. Strategic partnerships with government, civil society, and the private sector will be critical to unlocking sustainable finance, advancing renewable energy adoption, and strengthening climate resilience.

The implementation of this Strategic Plan will position WWF Zambia to deliver transformative, landscape-scale impact, ensuring that environmental stewardship contributes meaningfully to national development and the wellbeing of all Zambians.

2. BACKGROUND

Zambia faces a critical period from 2026 to 2030, balancing the protection of its natural capital with inclusive economic growth and climate resilience. Increasing environmental degradation and climate impacts require a coordinated and strategic response.

In response, WWF Zambia has developed this Office Strategic Plan as a framework for conservation and sustainable development. Anchored in partnerships with government, communities, civil society, and the private sector, the strategy aims to deliver high-impact outcomes that protect ecosystems and improve livelihoods.

The plan sets out WWF Zambia's priorities for the next five years through integrated, landscape-scale interventions that advance biodiversity conservation, climate resilience, and sustainable food systems. It aligns with Zambia's national development agenda and WWF's global vision for a just and sustainable future.



3. CONTEXT ANALYSIS

3.1 EXTERNAL CONTEXT

3.1.1 Political Context

Zambia, currently in its Seventh Republic, operates under a multi-party presidential system with a strong record of peaceful political transitions. Its development agenda is guided by the Eighth National Development Plan (2022–2026) and Vision 2030, which prioritise green growth, climate resilience, and environmental sustainability.

Supporting frameworks—including the Green Growth Strategy (2024–2030) and the National Adaptation Plan—further integrate ecosystem-based approaches into national planning processes, creating an enabling environment for conservation-led development.

3.1.2 Economic Context

In 2024, Zambia's economy was estimated at USD 26.33 billion, with a population of approximately 21.3 million, resulting in a per capita income of about USD 1,235. Economic growth is projected to rise from 4.0% in 2024 to approximately 6.5% by 2026–2027, supported by structural reforms and investment in priority sectors.

However, macroeconomic pressures persist. Inflation remains elevated at around 15%, affecting household welfare, while public debt—estimated at 133% of GDP in 2023—is projected to decline to 90.7% by 2025 following ongoing restructuring efforts.

These trends reflect Zambia's progress toward economic stability while highlighting continued vulnerability to shocks.

3.1.3 Social Context

Poverty remains widespread, with 64.3% of the population living below USD 2.15 per day and 70.7% below USD 3 per day, indicating significant vulnerability. Income inequality is high, with a Gini index of approximately 51.5.

The 2023/24 drought affected an estimated 9.8 million people, severely impacting agriculture, energy systems, and food security, while contributing to inflationary pressures. Although poverty is projected to decline gradually, structural vulnerabilities remain a key challenge for inclusive development.

3.1.4 Legal and Policy Context

Zambia has established a strong legal and policy framework for biodiversity conservation. Key legislation—including the Wildlife Act (2015), Forest Act (2015), and Environmental Management Act (2011)—underpins enforcement and resource management.

The Eighth National Development Plan positions environmental sustainability alongside economic transformation, enabling the integration of biodiversity conservation into national development priorities. Complementary frameworks, including Vision 2030, the Green Growth Strategy (2024–2030), and Zambia's Nationally Determined Contributions (NDCs), promote low-carbon, resource-efficient development pathways.

The National Adaptation Plan (revised in 2023) further strengthens climate resilience by embedding ecosystem-based approaches and nature-based solutions in national planning.

3.1.5 Environmental Context

Zambia spans 752,618 km² and hosts the headwaters of the Zambezi and Congo river systems, making it a critical ecological hub in Southern Africa. The country supports globally significant biodiversity, including over 3,500 plant species, 224 mammals, and 733 bird species, with protected areas covering approximately 42% of the landmass.

Forests cover approximately 31 million hectares (~60% of total land area) and play a vital role in carbon storage, water regulation, and regional hydrology. Biomass energy (firewood and charcoal) accounts for 78% of national energy consumption, placing significant pressure on forest resources.

Freshwater systems are equally critical, with renewable water resources estimated at 144 km³ annually, supporting hydropower generation, fisheries, and livelihoods. Hydropower accounts for 86% of installed energy capacity, while wetlands—including eight Ramsar sites—support biodiversity and local economies.

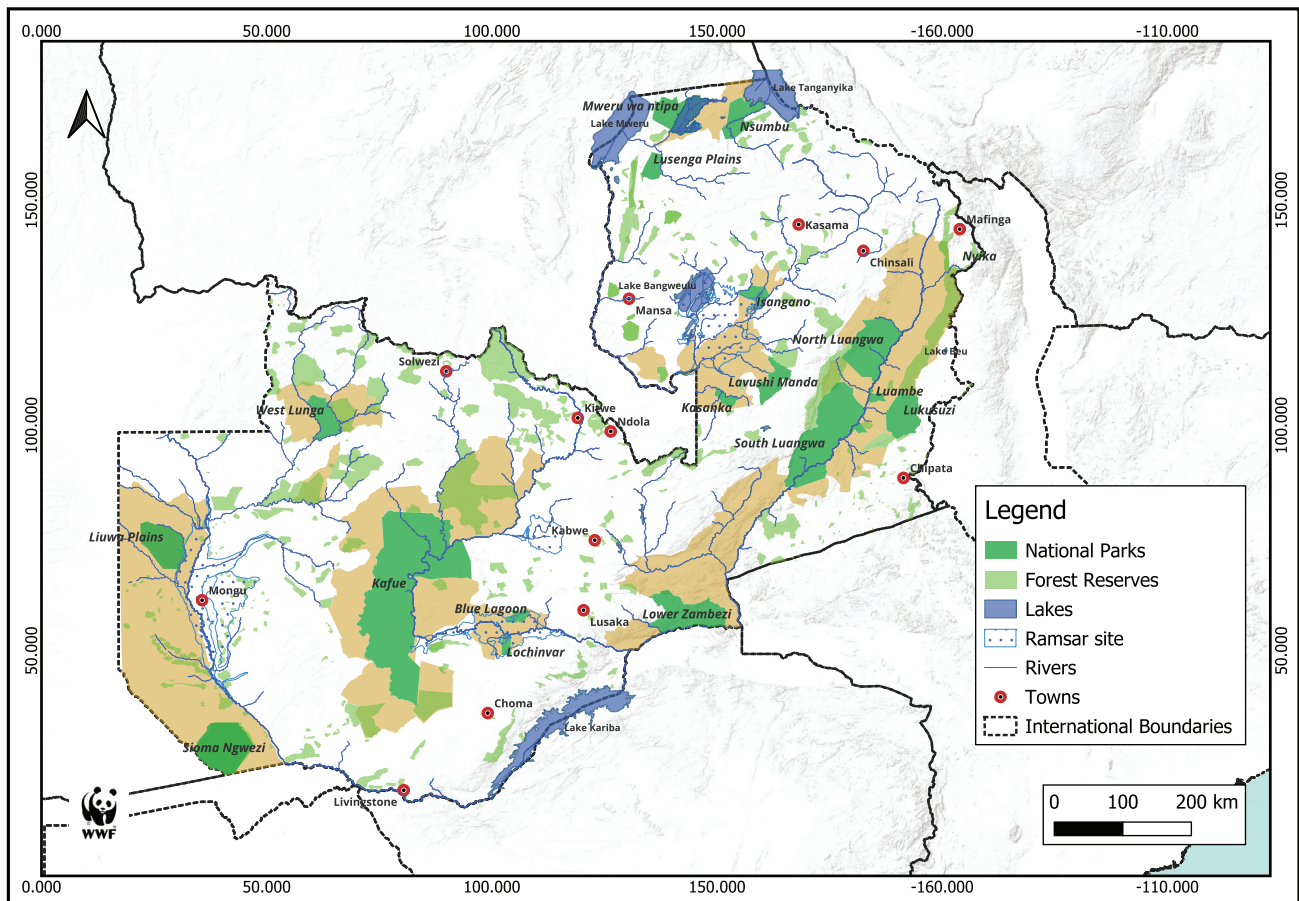


Figure 1: Protected Area Network of Zambia

Zambia's natural capital is valued at approximately USD 257.6 billion, encompassing forests, wildlife, water, and mineral resources. However, this natural wealth is under increasing threat.

Deforestation remains a major concern, with approximately 320,000 hectares lost in



2024, driven by charcoal production, agricultural expansion, and illegal logging. These trends threaten ecosystem integrity, water security, and climate resilience, underscoring the urgency of integrated conservation interventions.

3.2 Internal Context

WWF Zambia operates from a position of strong technical credibility and established partnerships, supported by its global network and local presence. Its strengths include strong relationships with communities, government, and donors; recognised brand credibility; and experience in delivering impactful conservation programmes.

However, several structural challenges remain. These include reliance on short-term funding, operational inefficiencies, and increasing competition for donor resources. Capacity constraints, particularly in technical expertise and administrative support, limit the organisation's ability to scale interventions. Technology gaps further constrain innovation in fundraising, programme delivery, and monitoring.

This internal assessment highlights the need to strengthen financial sustainability, operational efficiency, and institutional capacity. Addressing these gaps will be critical to delivering the integrated, landscape-based outcomes outlined in this strategy.

4. VISION AND SCOPE

4.1 Introduction

This Strategic Plan defines WWF Zambia's purpose, vision, and priorities for conservation and sustainable development over the period 2026–2030. It outlines the strategic direction and integrated approaches that will guide efforts to safeguard biodiversity, strengthen climate resilience, and support sustainable livelihoods.

4.1.1 Vision

WWF Zambia aspires to be a leading partner in advancing locally driven biodiversity conservation and resilient food systems. It seeks to position Zambia as a model for locally led conservation and climate-resilient development, where communities sustainably manage natural resources while improving livelihoods.

4.1.2 Mission

WWF Zambia's mission is to halt environmental degradation and build a future in which people live in harmony with nature. This is achieved through biodiversity conservation, sustainable resource use, reduced pollution, and the promotion of resilient and inclusive food systems.

4.2 Thematic Scope

WWF Zambia's work is organised around three core outcome areas, each supported by targeted interventions and programme themes.

4.2.1 Biodiversity Conservation

Focus:

- Habitat protection and restoration
- Species conservation
- Strengthening ecological connectivity

Objective:

To reverse biodiversity loss and build climate-resilient ecosystems across the Kafue, Upper Zambezi, and KAZA landscapes.

4.2.2 Human Wellbeing

WWF Zambia promotes sustainable and inclusive food systems to enhance food security, create livelihoods, and reduce environmental pressure.

Key approaches include:

- Climate-smart agriculture and fisheries
- Sustainable value chains
- Agroecological practices that:
 - Increase productivity sustainably
 - Reduce post-harvest losses
 - Minimise harmful agrochemical use
 - Lower greenhouse gas emissions

These interventions integrate conservation with livelihood development to reduce habitat degradation and biodiversity loss.

4.2.3 Climate Action and Climate Financing

WWF Zambia advances climate action by:

- Supporting policy implementation
- Scaling nature-based solutions
- Promoting renewable energy adoption
- Strengthening community resilience

In parallel, the organisation will mobilise climate finance through global funds, blended finance mechanisms, and private sector partnerships to support ecosystem restoration and sustainable livelihoods.

4.3 Geographic Scope

WWF Zambia's strategy focuses on three priority landscapes covering approximately 29.25 million hectares:

- Kafue Landscape (883,963 ha)
- Upper Zambezi Landscape (15,154,973 ha)
- Kavango-Zambezi TFCA (13,214,440 ha)

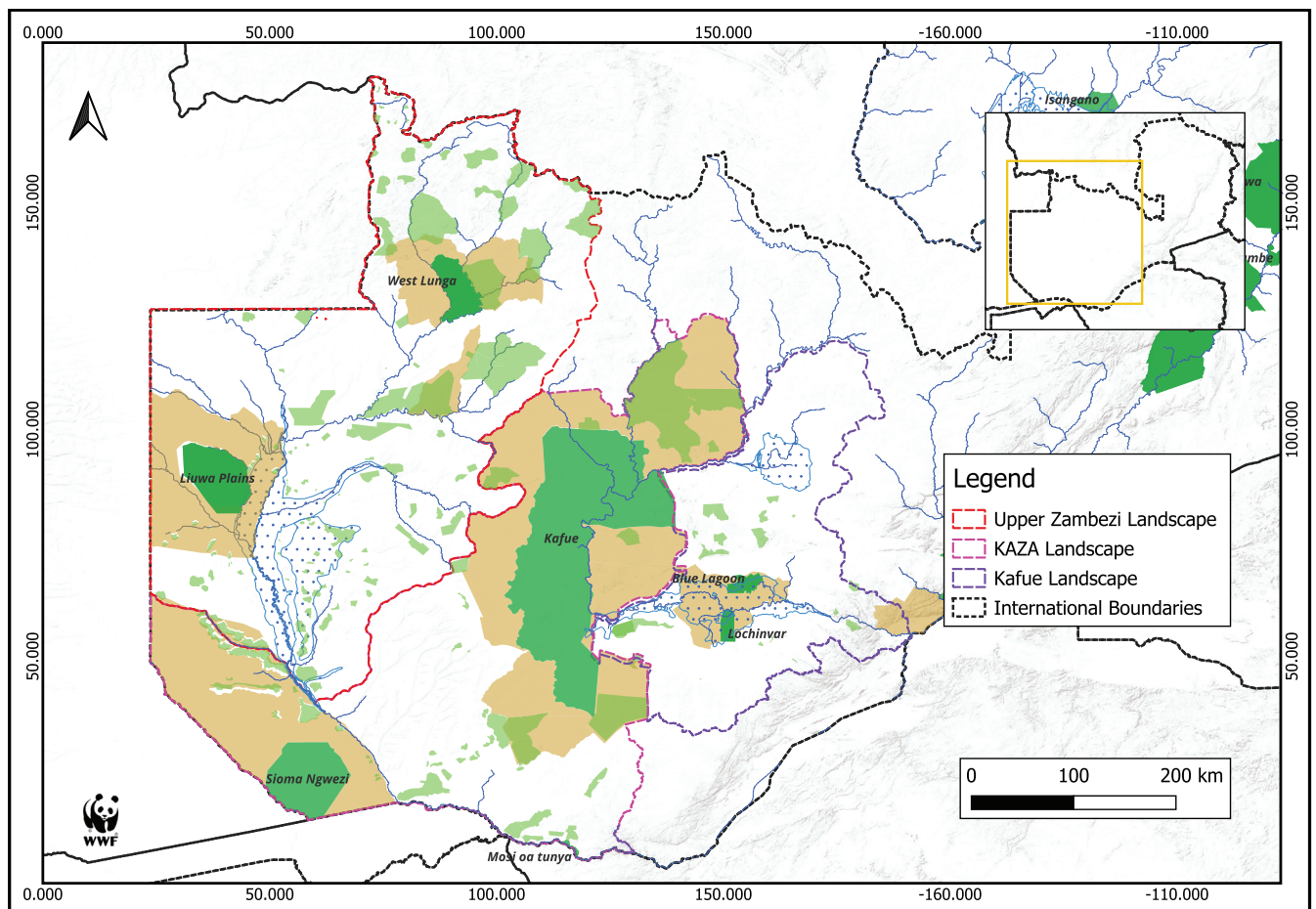


Figure 2: Priority Landscapes

These landscapes are ecologically interconnected, globally significant, and central to Zambia's biodiversity and water security. Together, they host over 50% of the country's biodiversity and include key Ramsar sites and transboundary conservation areas.

4.3.1 Transition from Luangwa and Bangweulu

WWF Zambia will gradually transition out of the Luangwa and Bangweulu landscapes while completing ongoing commitments through FY27. This shift reflects a strategic focus on high-impact landscapes with greater potential for biodiversity conservation, climate resilience, and ecological connectivity.

A phased exit approach will ensure continuity through:

- Donor engagement and review processes
- Handover planning with local partners
- Transition to community and government-led implementation

4.4 Alignment with National, Regional, and Global Priorities

WWF Zambia's strategy aligns with national, regional, and global frameworks to ensure coherence and impact.

4.4.1 National Development Priorities

The strategy aligns with the Eighth National Development Plan (2022–2026), particularly its focus on environmental sustainability, economic transformation, and human development. It supports national priorities through interventions in sustainable food systems, livelihoods, and green value chains.

4.4.2 WWF Roadmap 2030

The Strategic Plan contributes to WWF's global goals, including:

- Thriving biodiversity
- Locally led conservation
- Sustainable food systems
- Climate resilience and emissions reduction
- Nature-positive finance

This is achieved through landscape-based interventions that integrate conservation, livelihoods, and climate action.

4.4.3 Regional Alignment

The strategy aligns with WWF Africa's regional priorities, including conservation of critical biodiversity areas, climate solutions, and nature-positive development. The KAZA landscape is a key regional priority transboundary landscape.

4.4.4 Sustainable Development Goals

WWF Zambia contributes to key SDGs, including:

SDG 2: Food security, **SDG 6:** Water security, **SDG 7:** Clean energy, **SDG 13:** Climate action
SDG 14: Aquatic ecosystems, **SDG 15:** Terrestrial ecosystems, **SDG 17:** Partnerships



Figure 4: SDGs

Interventions also contribute to cross-cutting priorities such as gender equity and inclusive economic growth.

5. CONSERVATION PROGRAMME PORTFOLIO

This section outlines WWF Zambia's programme portfolio and how it will deliver conservation, climate, and development outcomes through three priority landscapes.

5.1 Introduction

Zambia faces a critical juncture in balancing environmental sustainability with economic development. As a hydrological hub of Southern Africa and a country of global biodiversity importance, Zambia holds significant natural capital. However, this is increasingly threatened by climate change, unsustainable infrastructure development, and degradation of critical catchments.

The Zambia Country Conservation Portfolio (2026–2030) responds to this challenge through a shift from fragmented project implementation to an integrated, landscape-scale approach focused on the Water–Energy–Food–Nature nexus.

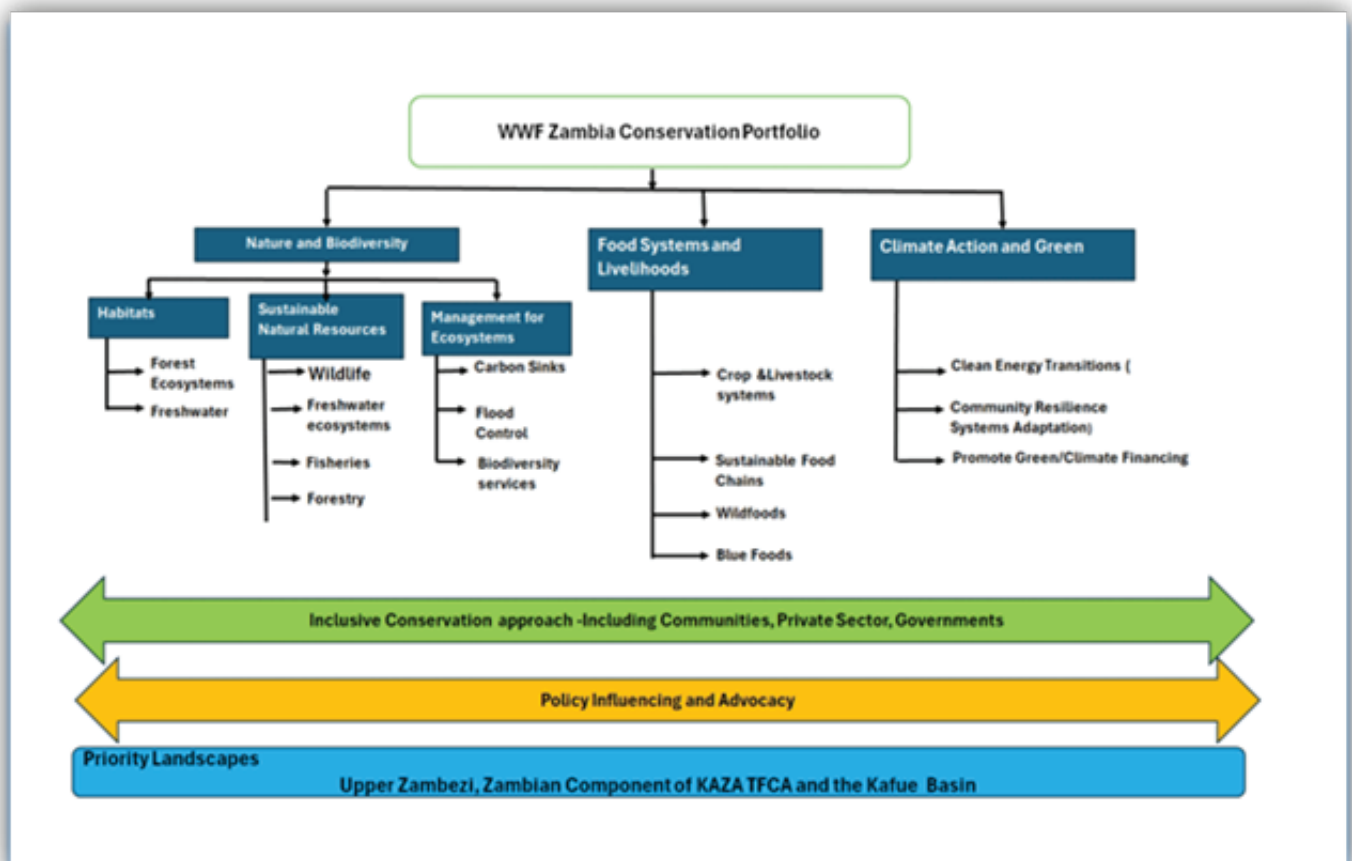


Figure 3 : Conservation Portfolio

5.2 Key Conservation Programmes

WWF Zambia aims to decouple economic development from ecological degradation. By 2030, the strategy seeks to:

- Stabilise key wildlife populations
- Restore freshwater ecosystems and forests
- Improve livelihoods for over 100,000 rural households
- Achieve significant reductions in CO₂e emissions through avoided deforestation, ecosystem restoration, and clean energy adoption

The programme portfolio is structured around three priority landscapes:

1. KAZA Landscape: Connectivity Engine

Focus:

- Secure wildlife corridors
- Strengthen transboundary conservation
- Enhance human–wildlife coexistence

2. Upper Zambezi Landscape: Water Engine

Focus:

- Protect headwaters
- Maintain free-flowing river systems
- Develop green finance mechanisms

3. Kafue Landscape: Economic Heartland

Focus:

- Restore ecological flows
- Improve water quality
- Protect key species such as the Kafue lechwe

5.2.1 KAZA Landscape (Zambian Component)

Geographic Focus: Sielowana Complex, Mosi-o-Tunya NP, Cuando and Zambezi River basins

The KAZA landscape is a critical transboundary system supporting regional wildlife connectivity, particularly for elephants.

Key Interventions

- Institutionalise protection through the Sioma SPV and co-management framework
- Strengthen law enforcement using SMART and Earth Ranger technologies
- Deploy early warning systems to manage human–wildlife conflict
- Secure **100,000 ha of wildlife corridors** through land-use planning
- Promote renewable energy for **1,000 households**
- Halt or redesign harmful water infrastructure projects

Strategic Goals (2030)

- Reduce elephant poaching by 60% and lion poaching by 50%
- Reduce retaliatory killings by 50%
- Reduce livestock encroachment by 80%
- Mitigate 300,000 MtCO₂e through avoided deforestation and clean energy adoption

5.2.2 Upper Zambezi Landscape

Geographic Focus: West Lunga NP, Liuwa Plains NP, Kabompo and Zambezi headwaters

The Upper Zambezi functions as the region's hydrological core. The strategy focuses on precautionary protection to prevent irreversible degradation.

Key Interventions

- Establish “no-go” mining frameworks
- Strengthen law enforcement and reduce bushmeat trade
- Restore wetlands and control invasive species
- Develop water funds and green finance mechanisms
- Scale agroecological practices across 50,000 households

Strategic Goals (2030)

- Zero new mining in key habitats
- Restore 100,000 ha of priority corridors
- Reduce invasive species by 60%
- Improve climate resilience of 80% of targeted households
- Achieve a 100,000 MtCO₂e reduction in emissions through avoided deforestation, wetland restoration, and sustainable land-use practices.

5.2.3 Kafue Landscape

Geographic Focus: Kafue Flats and Lukanga Swamps

The Kafue Landscape is a key economic and ecological system, supporting hydropower, fisheries, livestock, and biodiversity.

Key Interventions

- Strengthen water governance and environmental flows
- Monitor pollution through community-based systems
- Restore Kafue lechwe populations
- Promote clean energy and reduce charcoal dependence
- Restore **30,000 ha of forest**

Strategic Goals (2030)

- Improve water availability and ecosystem function
- Reduce lechwe poaching by 50%
- Reduce deforestation by 60%
- Transition households to clean energy
- Achieve a 300,000 MtCO₂e reduction in emissions through forest restoration, clean energy transition, and improved land management

5.2.4 Risk Management Framework

Risk Category	Key Risk	Mitigation Strategy
Political	Lack of political will to enforce “no-go” mining zones or water regulations.	Build broad CSO coalitions to create public pressure; Integrate safeguards into legally binding District IDPs; Engage Parliamentary Caucuses.
Financial	Volatility in carbon markets (price crashes) or failure to secure blended finance.	Diversify revenue streams (Tourism + Carbon + Green Bonds + Trust Funds); Secure “anchor” investors (DFIs) early.
Social	Community resistance to land-use planning (e.g., rangeland fencing).	Co-design interventions with traditional leaders; Ensure tangible livelihood benefits (Energy, Ag, Jobs) arrive before restrictions.
Ecological	Extreme climate events (droughts) undermining restoration or hydro-flows.	Focus on drought-resistant agroecology; Restore headwaters/wetlands to act as “sponges”; Implement E-flows to mimic natural regimes.

Table 1: Conservation Risk Management Framework

5.2.5 Sustainability and Exit Strategy

To ensure long-term impact, WWF Zambia will:

- Establish independent financing mechanisms (trust funds, water funds)
- Promote market-based approaches to energy and agriculture
- Embed conservation into policy and planning frameworks

5.3 Theory of Change

WWF Zambia's Theory of Change addresses key drivers of environmental degradation, including land-use change, overexploitation of resources, pollution, and climate impacts.

The strategy is built on five integrated pathways:

- Protect and restore ecosystems and species
- Strengthen community governance and stewardship
- Promote sustainable resource use
- Transform food systems through climate-smart practices
- Engage public and private sector actors

These pathways aim to deliver:

- Restored ecosystems
- Stabilised species populations
- Improved livelihoods
- Reduced emissions

Supporting strategies include strengthening finance, policy influence, monitoring systems, and organisational capacity to ensure long-term impact.

See figure 4 on next page

5.4 Stakeholders and Partnerships

WWF Zambia will work with government, civil society, communities, and private sector partners to deliver the strategy. Engagement will focus on:

- Technical support and innovation
- Multi-stakeholder coordination
- Strengthening local institutions
- Promoting inclusive and equitable participation

5.5 Operational Synergies

WWF Zambia will strengthen operational systems to support programme delivery, including:

Communications and outreach

- Financial management
- Human resource development
- Resource mobilisation
- Monitoring, evaluation, and learning
- Risk management and compliance

These systems will ensure effective implementation and accountability.

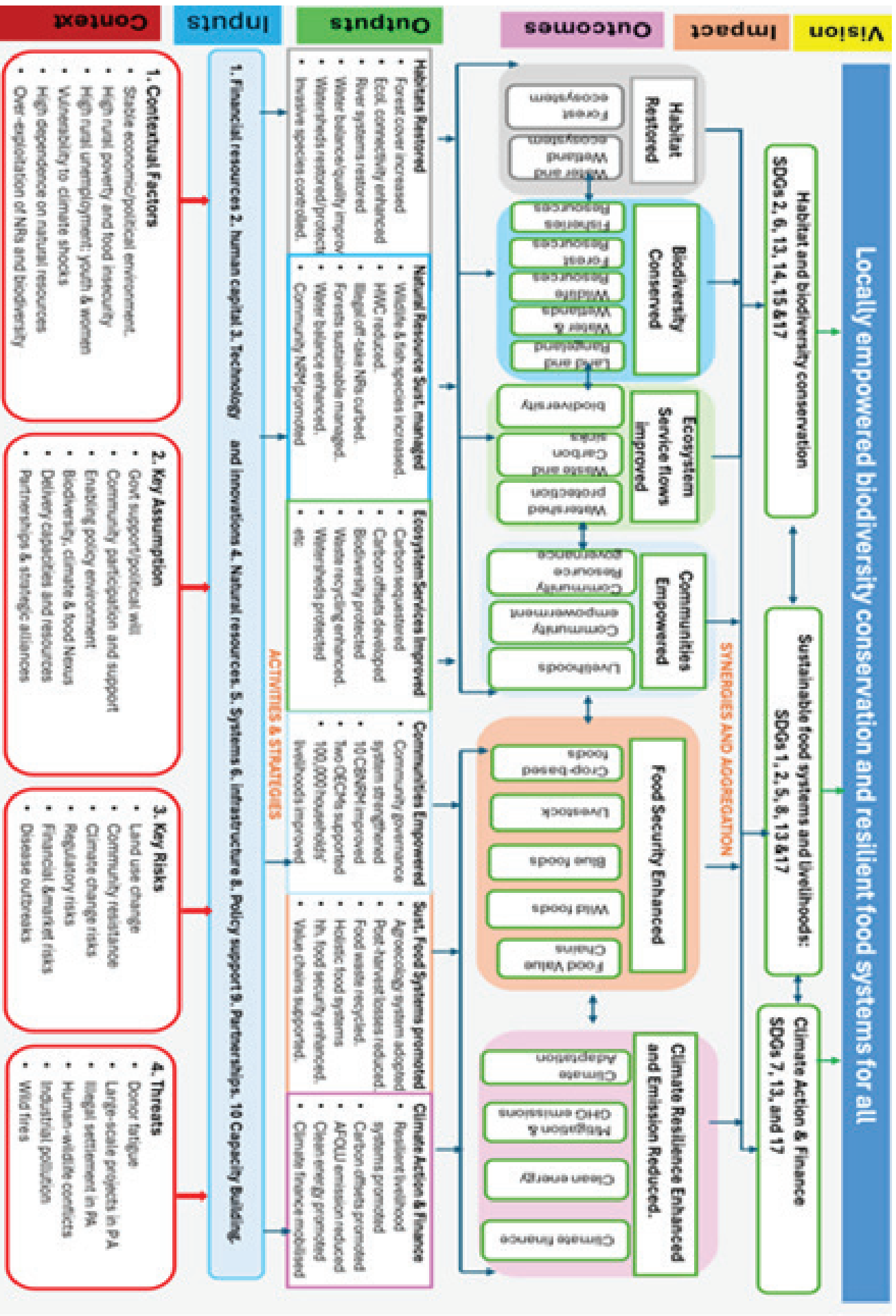


Figure 4: Theory of Change



6. CONSERVATION FOCUS AREAS

6.1 Introduction

This section provides a technical overview of the three priority landscapes, highlighting their ecological significance, key threats, and conservation opportunities.

6.2 KAZA TFCA

The Zambian component of KAZA comprises 68 protected areas and extensive dryland forests, including high-value timber species. The Zambezi and Cuando river systems form critical ecological lifelines supporting wildlife, communities, and regional connectivity.

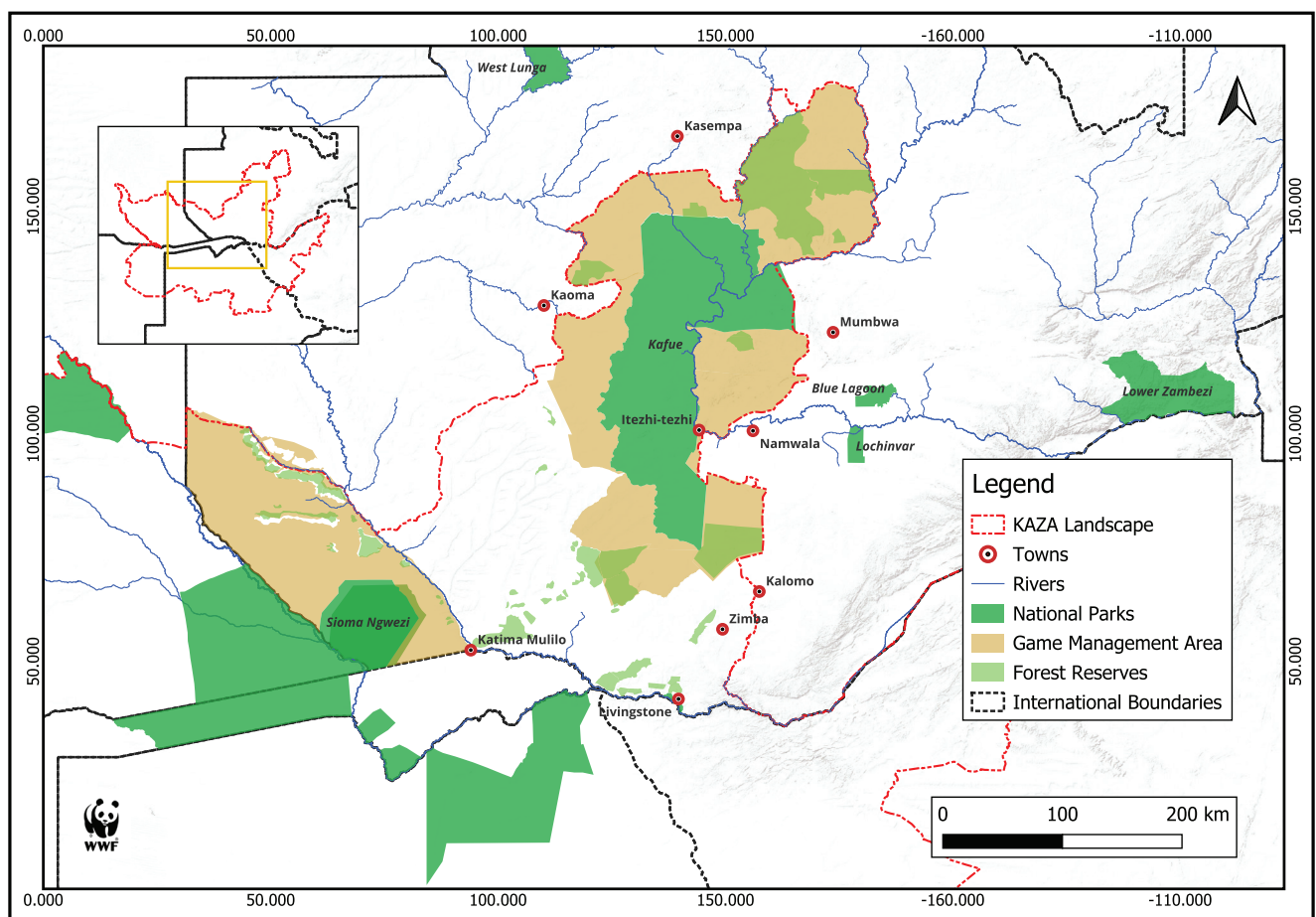


Figure 5: KAZA Landscape

6.2.1 Priority Species, Threats, and Opportunities

Priority Species: Elephants and lions

- Elephant populations declined from 6,688 (2016) to 3,840 (2022)
- Lions play a critical ecological role as apex predators

Key Threats:

- Habitat loss and fragmentation
- Human-wildlife conflict
- Climate variability and drought
- Encroachment and land-use change

6.2.2 Priority Ecosystems and Key Interventions

Key Ecosystems:

- Zambezi and Cuando river systems
- Miombo forests and grasslands
- Fish breeding habitats

Key Threats:

- Deforestation and illegal logging
- Infrastructure expansion
- Unsustainable land use and fires
- Weak governance and poverty

Programme Outcomes (KAZA)

- **Wildlife:** Reduce elephant poaching by 60% and lion poaching by 50%
- **Connectivity:** Secure ecological connectivity across 500,000 ha
- **Freshwater:** Implement sustainable water management in key river systems
- **Forests:** Reduce unsustainable logging by 30%
- **Livelihoods:** Support 30,000 households through sustainable food systems
- **Climate:** Reduce emissions by 100,000 MtCO₂e by 2030

6.3 Upper Zambezi Landscape

The Upper Zambezi forms the headwaters of the Zambezi Basin and supports critical ecosystems, including forests, floodplains, and wetlands that sustain biodiversity, livelihoods, and regional water security.

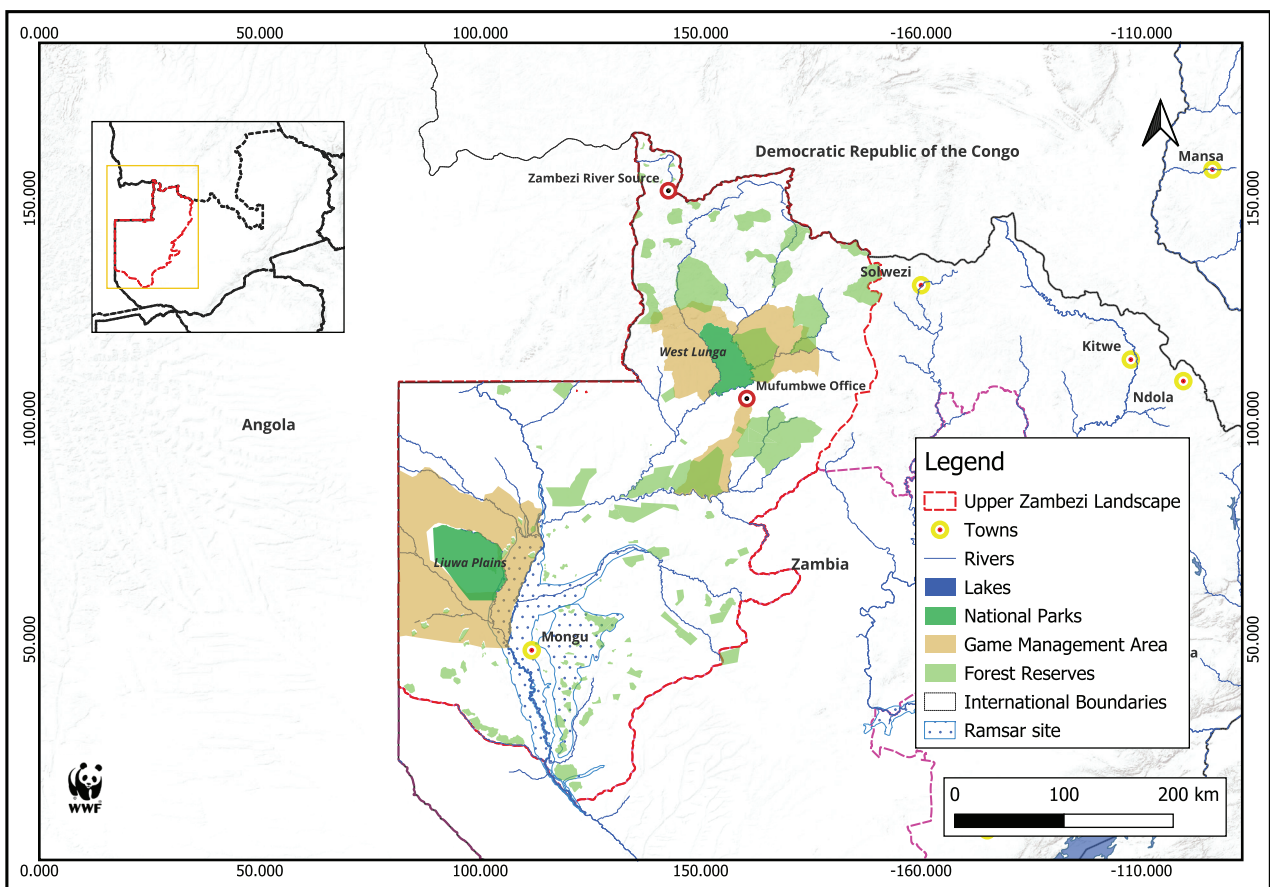


Figure 6: Upper Zambezi Landscape

6.3.1 Priority Species, Threats, and Opportunities

Priority Species:

- Elephant
- Lion
- Sable antelope

Key Threats:

- Mining expansion and habitat destruction
- Wildlife trafficking and poaching
- Settlement encroachment
- Climate variability

6.3.2 Priority Ecosystems

- Kabompo–West Lunga forest systems
- Barotse floodplains
- Liuwa grasslands
- Zambezi headwaters

Key Pressures:

- Invasive species (e.g., *Mimosa pigra*)
- Unsustainable water infrastructure
- Overfishing and habitat degradation
- Deforestation and land conversion

Programme Outcomes (Upper Zambezi)

- **Wildlife:** Reduce poaching and bushmeat trade by 40–60%
- **Habitats:** Protect 100,000 ha of critical ecosystems
- **Freshwater:** Restore 150,000 ha and reduce invasive species by 60%
- **Governance:** Integrate biodiversity safeguards into mining and planning systems
- **Livelihoods:** Support 50,000 households in agroecology
- **Climate:** Reduce emissions by 100,000 MtCO₂e by 2030

6.4 Kafue Landscape

The Kafue Landscape spans the Kafue Flats and Lukanga Swamps, supporting biodiversity, hydropower, fisheries, and livelihoods. It is one of Zambia's most economically and ecologically significant systems.

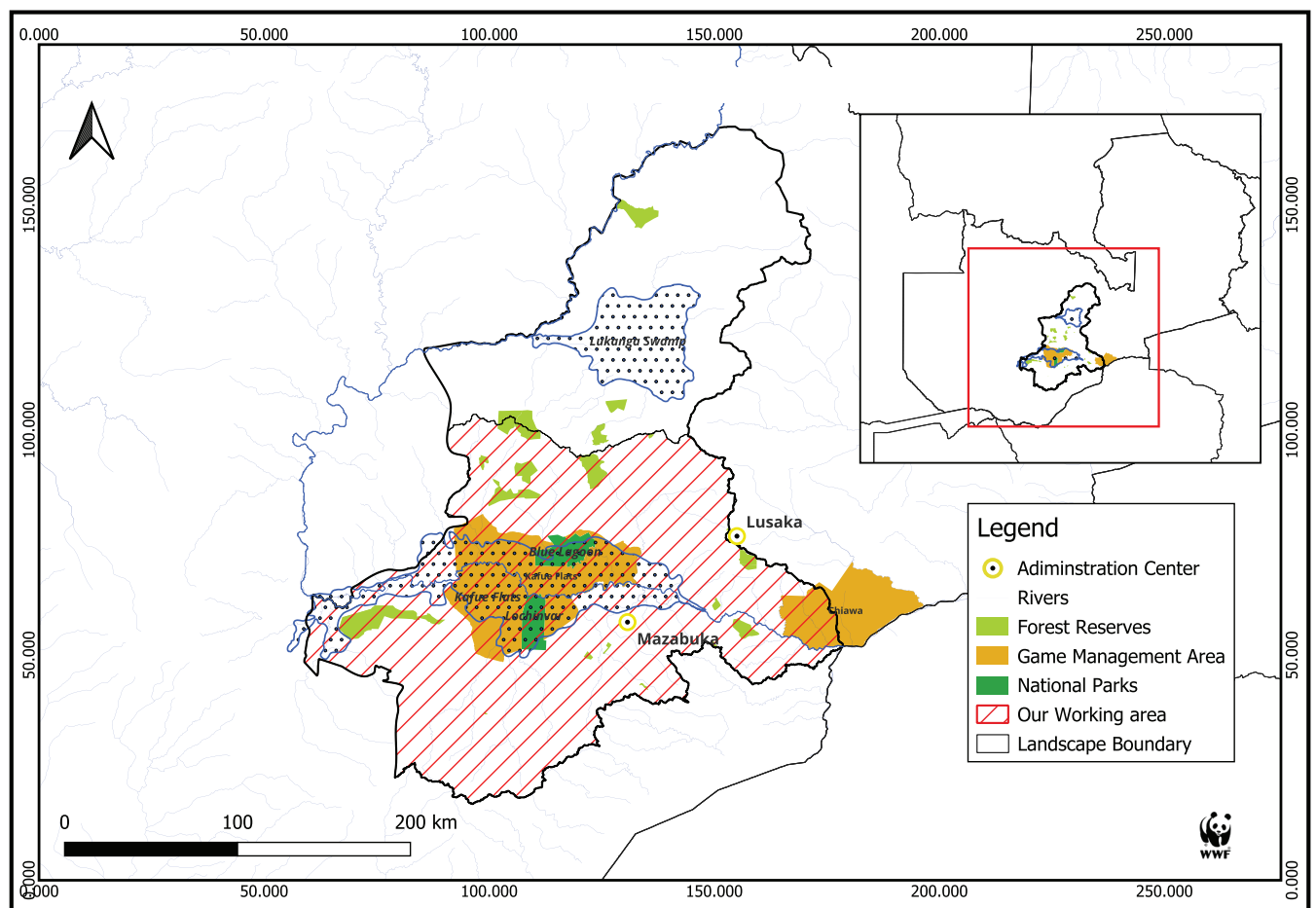


Figure 7: Kafue Landscape

6.4.1 Priority Species and Ecosystems

Priority Species:

- Kafue lechwe (endemic)

Population has declined from ~80,000 (1990s) to ~23,000 today.

Key Ecosystems:

- Kafue Flats (Ramsar site)
- Lukanga Swamps (Ramsar site and IBA)

6.4.2 Key Threats

- Poaching and wildlife trafficking
- Livestock encroachment and overgrazing
- Pollution and poor water management
- Overfishing and invasive species
- Climate stress and reduced ecosystem capacity

Programme Outcomes (Kafue)

- **Wildlife:** Reduce lechwe poaching by 50% and encroachment by 60%
- **Water:** Restore 2,000,000 m³ of water systems annually
- **Freshwater:** Improve water quality and reduce abstraction
- **Forests:** Restore 30,000 ha and reduce deforestation by 60%
- **Livelihoods:** Support sustainable agriculture across 100,000 ha
- **Climate:** Reduce emissions by 100,000 MtCO₂e by 2030
- **Finance:** Integrate climate-risk standards into banking systems



7. RESOURCE ACQUISITION PRIORITIES

7.1 Introduction

WWF Zambia is committed to securing a financially sustainable future that safeguards biodiversity while supporting livelihoods. The organisation aims to mobilise **USD 29.5 million by 2030** through a targeted and diversified resource mobilisation strategy.

This strategy is anchored on three priorities:

- Strengthen donor acquisition and stewardship
- Expand strategic public and private sector partnerships
- Improve systems for resource mobilisation and relationship management

WWF Zambia will balance traditional donor funding with innovative financing mechanisms, including blended finance and private sector partnerships, to strengthen financial resilience and scale conservation impact.

7.2 Global Factors Affecting Resource Acquisition

Global conservation financing is shaped by increasing urgency around climate change and biodiversity loss, driving investment in nature-based solutions and resilience.

At the same time, donor models are shifting toward:

- Blended finance and impact investing
- Results-based funding
- Scalable, measurable interventions

However, geopolitical instability and global conflicts are reducing available development funding, with many governments redirecting resources toward defence and domestic priorities. Major donors, including the US and European countries, are scaling back aid budgets, increasing competition for limited funds.

7.3 Regional Factors Affecting Resource Acquisition

Africa faces rising debt burdens, climate shocks, and ongoing conflict, which are shaping donor priorities toward resilience, adaptation, and food security.

At the same time, opportunities are emerging through:

- Growth in renewable energy investment
- Expansion of digital and innovation ecosystems
- Regional integration through AfCFTA
- Africa-led development frameworks such as Agenda 2063

These dynamics are shifting funding toward climate resilience, inclusive growth, and locally led solutions.

7.4 Zambian Factors Affecting Resource Acquisition

Zambia's political stability provides a strong foundation for partnerships. However, concerns around governance and transparency may influence donor confidence and increase demand for accountability.

Economic pressures—including public debt, unemployment, and rural poverty—are increasing the need to demonstrate how conservation contributes to livelihoods and economic development.

At the same time:

- Climate vulnerability is increasing financing needs
- Donors are shifting toward investment-led and results-based models
- Private sector and blended finance opportunities are expanding

This requires WWF Zambia to align conservation with development outcomes and strengthen its ability to deliver measurable impact.

7.5 Historical Financial Analysis

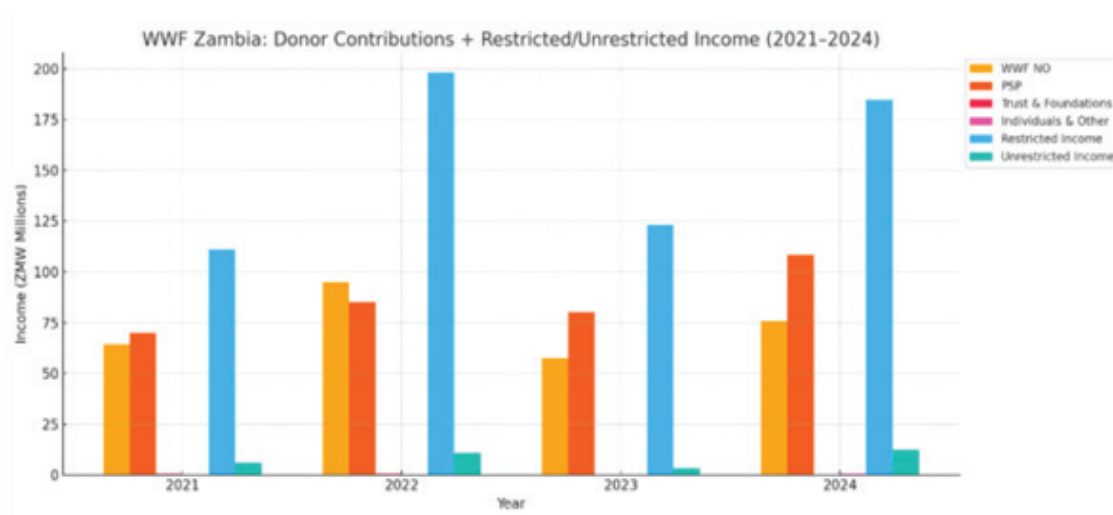


Table 2: Income Mix (2021-2024)

WWF Zambia's income peaked at **USD 10.43 million in 2022**, declined in 2023, and recovered to **USD 9.84 million in 2024**, reflecting fluctuations in donor engagement.

Restricted funding dominates (over 90%), limiting flexibility, while unrestricted income remains relatively low but is gradually improving.

7.6 SWOT Analysis

Strengths 1. Established networks with communities, conservation experts, and donors. 2. Proven track record in conservation, strengthening credibility and reputation. 3. Deep understanding of Southern Africa's ecological and social dynamics. 4. Diverse funding sources (grants, donations, corporate sponsorships). 5. Ability to attract funding through eco-tourism and sustainable programmes.	Weakness 1. Unstable funding due to reliance on short-term grants. 2. Operational inefficiencies in resource management. 3. Competition for funding from many NGOs. 4. Capacity gaps in staffing and expertise. 5. Limited use of digital platforms for fundraising and engagement.
Opportunities 1. Growing global conservation support from donors and corporations. 2. Partnerships with government for policy influence and funding. 3. Expanding eco-tourism as a revenue stream. 4. Exploring innovative funding models, like crowdfunding and social impact bonds. 5. Deepening community engagement to strengthen conservation efforts.	Threats 1. Climate impacts threatening conservation efforts. 2. Policy and regulatory uncertainty affecting funding. 3. Economic instability reducing donor support. 4. Political unrest adding operational risk. 5. Donor fatigue due to heavy reliance on grants.

Table 3: SWOT Analysis

7.7 Funding Gap

The total programme budget is **USD 43 million**, of which approximately **32% is secured**, leaving a funding gap of **USD 29.5 million**.

Funding allocation:

- KAZA: 53%
- Upper Zambezi: 31%
- Kafue: 16%

Closing this gap is critical to scaling conservation impact across priority landscapes.

7.8 Resource Acquisition Framework

Goal 1: By 2030, WWF Zambia has achieved long-term financial sustainability through diversified income sources, strengthened financial management, and delivering articulating impact at scale. **Target:** By 2030, **\$29.5 Million** is mobilized from diverse sources.

Strategic Logframe

Outcome (WHAT)	Output Code	Output Description (HOW)
Outcome 1.1: Increased donor satisfaction, retention, and confidence in WWF Zambia (Network Donors).	1.1.1	A systematic and high-quality donor stewardship and engagement plan for network donors is consistently implemented.
	1.1.2	Donor reporting and communication systems are streamlined to ensure consistent quality, timeliness, and clear demonstration of impact.
	1.1.3	Standard Operating Procedures (SOPs) for the full grant cycle are institutionalized to ensure timely submission and high proposal quality.
Outcome 2.1: Increased income raised from non-WWF network donors.	2.1.1	A robust pipeline of new, non-network donors (e.g., corporates, foundations, bilaterals) is actively managed from identification to cultivation.
	2.1.2	At least two innovative and/or blended finance models (e.g., carbon finance, impact bonds) are developed and advanced to the funding stage.
	2.1.3	A portfolio of tailored funding propositions and investment cases is developed to attract private sector and sustainable finance investors.
Outcome 3.1: Staff have improved resource acquisition skills leading to increased number/proportion of successful proposals.	3.1.1	A targeted capacity development programme for resource acquisition is delivered to fundraising and technical staff.
	3.1.2	Standard Operating Procedures (SOPs) for the full grant cycle, from Go/No-Go decisions to proposal development and submission, are institutionalized and consistently used (IPAF).
	3.1.3	An internal knowledge management system is established to house 'investment-ready' project concepts, donor intelligence, and proposal-writing best practices.

Table 4: Resource Acquisition Goals, Outcomes, Outputs, and Indicators

7.9 Donor Mapping and Strategic Engagement

WWF Zambia will engage a diverse range of partners, including bilateral agencies, development finance institutions, private sector actors, and philanthropic organisations.

Key approaches include:

- Positioning conservation within green finance and ESG frameworks
- Expanding partnerships with institutions such as BMZ, KfW, AfDB, and the EU

- Leveraging platforms such as water stewardship initiatives and landscape partnerships
- Strengthening private sector engagement and co-investment opportunities

The organisation will also target catalytic funding to pilot scalable models that deliver co-benefits across biodiversity, climate, and livelihoods.

7.10 Donor Engagement

WWF Zambia will tailor engagement strategies based on partner maturity:

- **Established partners:** deepen collaboration through co-financing and joint implementation
- **Foundations and conservation donors:** focus on trust-building and impact demonstration
- **Corporate partners:** expand co-creation, sustainability initiatives, and green finance
- **Emerging partners:** initiate engagement through concept development and strategic alignment

This structured approach will strengthen long-term partnerships and support sustained resource mobilisation.



8. ORGANISATIONAL MANAGEMENT PRIORITIES

8.1 Introduction

A strong, agile organisation is essential to delivering conservation outcomes at scale. WWF Zambia will strengthen its institutional capacity to enhance performance, accountability, and impact, in line with the Country Turnaround Strategy.

Priority areas include financial sustainability, leadership, governance, talent development, and organisational design. These will enable the organisation to respond effectively to emerging conservation challenges.

Objective:

By 2030, WWF Zambia will be a financially sustainable, agile, and high-performing organisation, driven by strong leadership, efficient systems, and an empowered workforce.

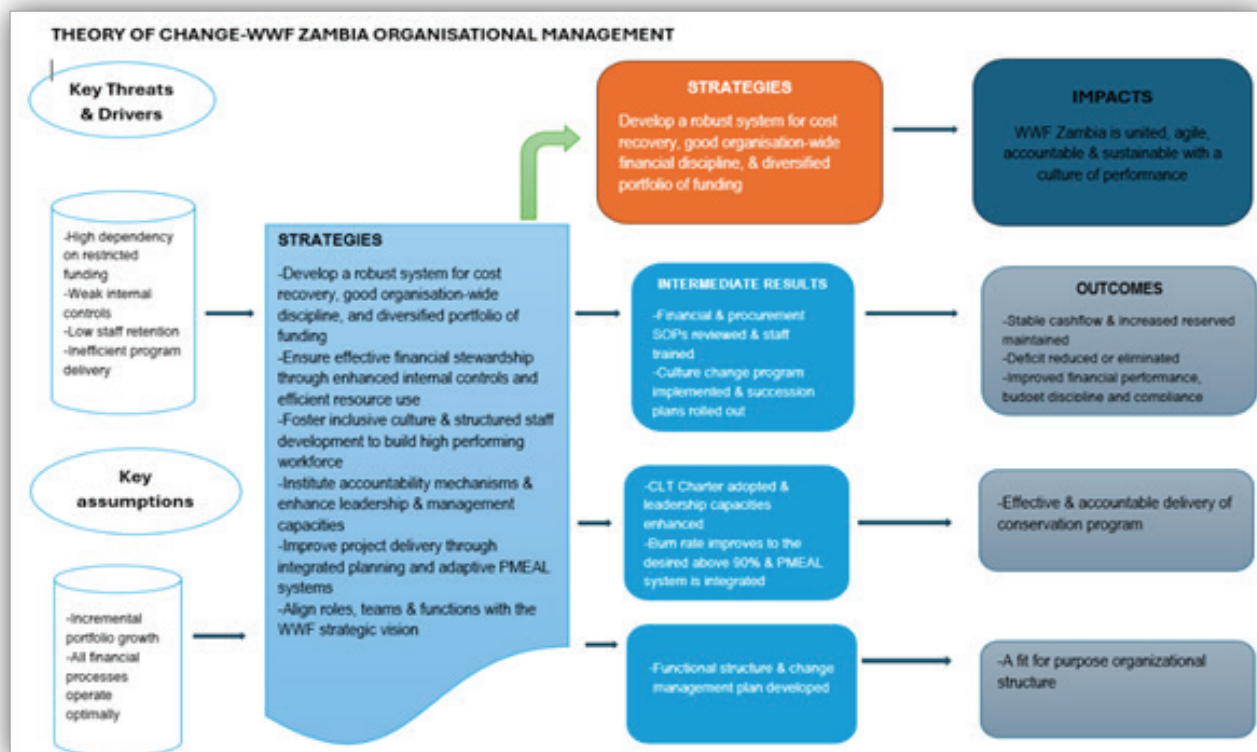


Figure 5: Organisational Theory of Change

8.3 Financial Sustainability

Financial sustainability is central to WWF Zambia's long-term resilience. The organisation will implement a structured resource mobilisation strategy to diversify income, strengthen partnerships, and improve revenue predictability.

Key actions include:

- Expanding funding sources
- Strengthening partnerships and alliances
- Implementing cost-recovery and portfolio growth strategies
- Conducting periodic financial sustainability assessments

8.3.1 Catalytic Finance and Strategic Partnerships Unit

WWF Zambia will establish a dedicated unit to mobilise large-scale conservation finance and position the organisation as a leader in innovative funding mechanisms.

Focus Areas:

- Access global climate and biodiversity funds (e.g., GEF, GCF, EU, KfW)
- Structure blended finance, nature bonds, and biodiversity credits
- Engage private and institutional investors

Core Functions:

- Develop bankable project pipelines
- Lead multi-stakeholder funding proposals
- Drive finance innovation
- Strengthen donor relationships
- Influence enabling policy frameworks

Key Deliverables (2026–2030):

- Secure at least USD 10 million from catalytic funding sources
- Launch 1 Nature Bond and 2 biodiversity credit schemes
- Establish a Green Finance Advisory Platform

8.4 Financial Stewardship

WWF Zambia will strengthen financial management systems to meet increasing donor requirements and ensure transparency and accountability.

Key actions include:

- Upgrading financial systems (ERP integration)
- Aligning budgets with strategic priorities
- Strengthening internal controls and risk management
- Improving reporting and compliance

8.5 People, Culture and Talent Development

WWF Zambia will invest in its workforce to enhance performance, retention, and organisational culture.

Key priorities:

- Talent development and capacity building
- Performance management systems
- Leadership development and succession planning
- Staff wellbeing and engagement
- Inclusive and collaborative workplace culture

8.6 Leadership and Governance

Strong governance will underpin organisational credibility and effectiveness.

Focus areas:

- Ethical leadership and accountability
- Compliance with WWF International standards
- Alignment with national regulatory frameworks
- Strengthened decision-making and oversight systems

8.7 Organisational Structure & Design

WWF Zambia will realign its structure to support a decentralised, landscape-based model.

Key actions:

- Reconfigure organisational structure for agility
- Strengthen landscape-level management capacity
- Improve coordination across programmes
- Optimise resource allocation and reduce duplication

8.8 Strategy Delivery and Programme Quality

WWF Zambia will implement a results-based management approach to ensure effective strategy delivery.

Key actions:

- Strengthen PMEAL systems
- Track performance against outcomes and targets
- Enhance programme quality assurance
- Embed adaptive management and learning
- Develop sustainability and exit strategies

8.9 Procurement Strengthening

Procurement systems will be strengthened to improve efficiency, transparency, and compliance.

Key improvements:

- Build staff capacity
- Streamline procurement processes
- Introduce digital tracking tools
- Strengthen coordination and accountability

These measures will reduce delays, improve service delivery, and enhance trust with partners.

8.10 Critical Enablers

WWF Zambia will invest in systems and capabilities to improve operational effectiveness.

Key focus areas:

- Financial and human resource capacity
- Strategic partnerships and alliances
- Infrastructure and systems improvement

Approximately 15–20% of the programme budget will be allocated to strengthening organisational effectiveness.

8.11 Organisational Structure

ORGANISATION STRUCTURE

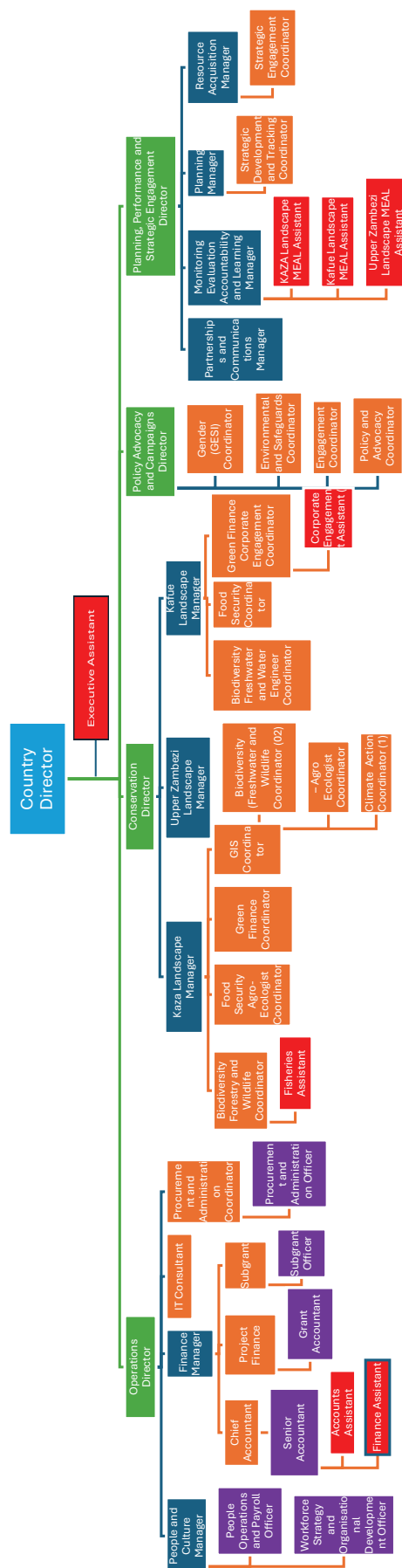


Figure 6: Organisational Structure

9. MONITORING, EVALUATION AND LEARNING FRAMEWORK

9.1 Introduction

This section outlines the framework for implementing, monitoring, and evaluating the Strategic Plan. It defines how progress, results, and impact will be tracked, while ensuring coordination with stakeholders across priority landscapes.

The PMEL approach focuses on strengthening data analytics, learning systems, and knowledge management to support adaptive management and evidence-based decision-making, aligned with WWF standards and systems.

9.2 Goal Indicators and Targets

WWF Zambia Strategic Goals & KPIs (2026–2030)		
PROGRAM TYPE	GOALS	KPIs
 CONSERVATION	- Stabilize wildlife populations by 2030 - Restore freshwater ecosystems by 2040 - improve community well-being by 20% - Achieve 700,000 MtCO₂e reduction	✓ Population of Elephants, Lions, Lechwe, Large - Number of freshwater ecosystems restored - Kilometers of freshwater connectivity improved - Forest integrity index & hectares restored
 ORGANISATION MANAGEMENT	- Financial stewardship - High-performing workforce - Fit-for-purpose structure	✓ ≥ 95% budget execution ✓ ≥ 80% audit compliance ✓ ≥ 80% donor satisfaction
 RESOURCE ACQUISITION	Achieve long-term financial sustainability through diversified income and strong financial management	✓ % of unrestricted funding ✓ Total funds mobilized per year

Table 5: Goal-Level Indicators and Targets

9.3 Monitoring, Evaluation and Learning Plan

Monitoring, Evaluation, and Learning (MEL) will be implemented across three levels:

1. Operational / Output Level

- Track implementation of annual workplans and activities
- Monitor output-level indicators linked to budgets and targets
- Use routine reporting and dashboards (Panda Impact Platform)
- Conduct monthly and quarterly project reviews

2. Outcome Level

- Measure behavioural, institutional, and ecological change
- Use outcome indicators with baselines and milestones
- Apply mixed methods evaluations (e.g., mid-term reviews)
- Inform adaptive management and programme improvement

3. Impact Level

- Assess long-term changes in biodiversity, ecosystems, and livelihoods

- Conduct baseline studies, mid-term reviews, and impact assessments
- Collaborate with research institutions and national systems
- Support policy influence and global reporting

9.4 Data Collection, Analysis and Interpretation

WWF Zambia will apply mixed methods (quantitative and qualitative) for data collection and analysis.

Key Tools:

- KOBO Toolbox, Survey123
- SMART and Earth Ranger
- GIS systems for spatial analysis
- Panda Impact Platform for data visualisation

These tools will enable timely, accurate, and accessible data to support decision-making and programme management.

9.5 Learning and Adaptive Management

Learning will be embedded through structured review cycles:

- Monthly and quarterly reviews (project level)
- Semi-annual and annual reviews (programme and strategy level)

Insights will be documented and integrated into planning to strengthen responsiveness and improve programme effectiveness.

9.6 Reporting and Communication

WWF Zambia will ensure strong internal and external reporting through:

- Panda Impact Platform (performance tracking)
- Technical Progress Reports (TPRs) to donors
- Semi-annual and annual reporting
- Knowledge products, dashboards, and summaries

Results will be communicated to stakeholders to strengthen transparency, visibility, and donor confidence.

9.7 Risk Management

Risk management will be integrated into planning, implementation, and monitoring processes to ensure resilience and accountability.

Risk Area	Inherent Risk				Existing Preventive Measures	Existing Detective and Response Measures	Residual risk				Further/new actions
	Likelihood	Impact	Risk Rating	Inherent Risk Evaluation			Likelihood	Impact	Risk Rating	Residual Risk Evaluation	Risk treatment action
Staff turnover at the leadership levels	4	5	20	HIGH	Establish a clear career progression and succession plan Introduction non-monetary incentives (recognition, flexible work, training opportunities)	Monitor turnover trends and exit interviews to identify root causes Regular staff engagement and satisfaction survey Leadership performance reviews	4	4	16	HIGH	-Develop a competitive compensation and benefits package by benchmarking with peer organisations -Introduce a structured leadership retention program -Implement a staff wellbeing program to address burnout -Develop a talent pool and succession pipeline for leadership roles
Low revenue stream	4	5	20	HIGH	- Engaging for innovative corporate financing & government support. - Strengthen donor Relations	- Revenue vs Budget Monitoring - Cash flow Forecasting - Increased unrestricted funding	3	5	15	HIGH	- Hire or train staff for proposal writing, donor engagement and innovation in funding. -Stronger fundraising systems and structures - Recruit a strong fundraising team
Reporting deliverables that have not been achieved	4	4	16	HIGH	Develop and operationalize PMEAL framework; train M&E and Finance staff in monitoring protocols	Monthly data verification checks; Internal audits and spot checks on	3	4	12	MEDIUM	Design new org structure with stronger PMEAL
Delayed procurement	4	4	16	HIGH	Upskill procurement teams; update procurement planning tools and SOPs	Procurement milestone tracking dashboard; spot procurement audits	4	3	12	MEDIUM	Capacity development trainings eg large procurement
Unpredictable and short term funding	4	4	16	HIGH	Dedicated staff resources Active outreach to potential corporate partners; using set piece events, e.g. Earth Hour, to engage and shape eachothers' approaches and understanding Engagement with multi-stakeholder platform jointly with International to identify potential longer term financing	Regularly track cash flow forecasts against actual receipts to detect funding gaps early Conduct periodic portfolio and donor dependency analysis to identify risks of over-reliance. Develop contingency plans (e.g. phased implementation, scaling activities up/down based on funding availability).	3	4	12	MEDIUM	_Scoop options for more structured but informal, regular engagement with potential private sector partners _ Strengthen links to impact and result reporting data systems and continue to share proactively _ Conservation staff should be trained on how to write impact stories (success stories) from the field and share these with the communication department for packaging and sharing with donors. _ There should be a clear process on proposal/ concept note development with responsibilities and all staff should be aware of this process.

Table 6: Risk Register

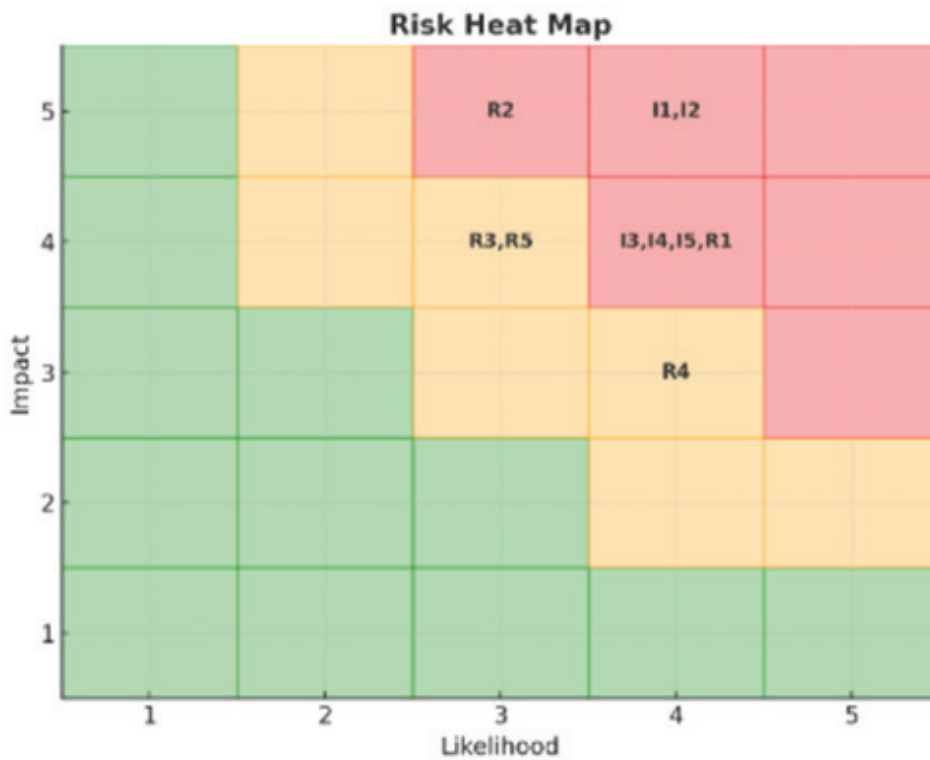


Table 7: Risk Heat Map

This approach supports proactive identification and mitigation of risks across conservation, operational, and organisational areas.



10. FINANCIAL PLAN

This chapter outlines the financial requirements for implementing the Strategic Plan and the indicative allocation across the three priority landscapes.

10.1 Financial Requirements: The Investment Case

Delivering the Zambia Country Conservation Portfolio (2025–2030) requires an estimated ZMW 0.99 billion (USD 43 million) over five years. This represents a strategic investment designed to transition conservation from aid dependency to financial sustainability.

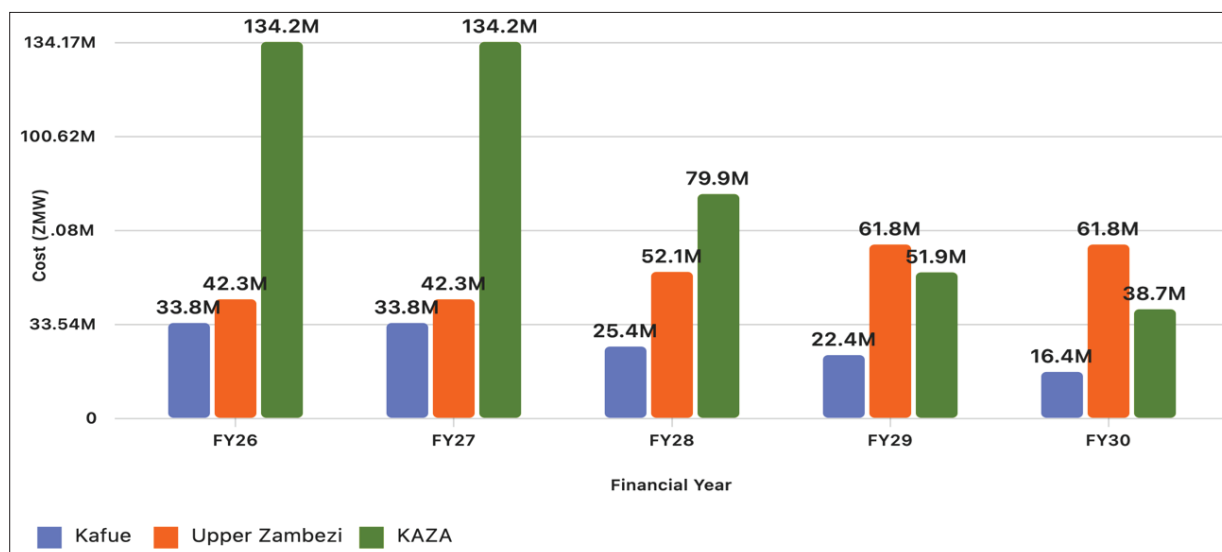


Figure 7: Five-Year Budget Allocation

12.1.1 The “Hump” Strategy (FY25–FY27)

The financial model front-loads investment, peaking at approximately ZMW 251 million in FY27.

Expenditure Category	FY25 (Actual)	FY26 (Proj)	FY27 (Proj)	FY28 (Proj)	FY29 (Proj)	FY30 (Proj)
Conservation Programmes	169,687,550	210,275,015	210,275,015	157,331,981	136,093,442	116,929,250
Core & Ops Costs	22,314,519	39,759,078	40,793,960	32,512,963	29,168,874	24,217,915
Total Requirement	192,002,069	250,034,093	251,068,975	189,844,944	165,262,316	141,147,165

Table 8: Projected Expenditure

This initial investment phase is driven by:

- Infrastructure for autonomy (KAZA): Establishment of the Sioma SPV and supporting infrastructure
- Upper Zambezi expansion: Securing the 100,000 ha Kafue–Chizela corridor
- Nature Bond structuring: Legal and financial preparation for innovative financing

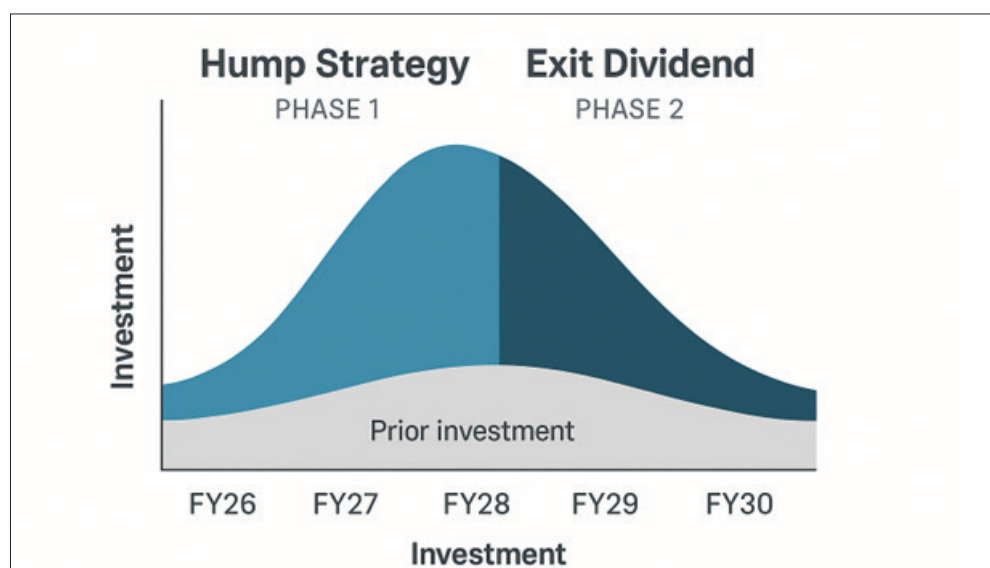


Figure 8: Budget Curve (Hump vs Exit Dividend)

10.1.2 The “Exit Dividend” (FY28–FY30)

From FY28, expenditure declines to approximately **ZMW 141 million by FY30**, reflecting reduced operational costs and increased financial autonomy.

This transition is driven by:

- **SPV handover:** Operational costs absorbed by the Sioma SPV
- **Community systems:** Shift to citizen science and community-led monitoring
- **CBNRM uptake:** Reduced reliance on direct programme management
- **Policy focus:** Transition from capital investment to governance and advocacy

10.2 Cost Allocation: Efficiency and Strategic Shift

10.2.1 Programmatic Efficiency (84:16 Ratio)

WWF Zambia will maintain an 84:16 ratio between conservation delivery and core operations:

- **84% – Conservation Delivery:** Field operations, monitoring systems, and community investments
- **16% – Core Operations:** Finance, HR, compliance, and technical oversight

Core costs peak at approximately **ZMW 40 million in FY26–FY27**, reflecting investments in specialised expertise for innovative finance.

10.2.2 Strategic Landscape Allocation

Resources are allocated based on the lifecycle of each landscape:

- **KAZA (Transition Phase):** Funding declines by ~71% as the SPV assumes operational costs
- **Upper Zambezi (Growth Phase):** Stabilises at approximately ZMW 62 million annually
- **Kafue (Steady State):** Maintained at ZMW 16–20 million annually, with focus on governance and systems

10.3 Resource Acquisition

10.3.1 The “Great Pivot”

WWF Zambia is transitioning from reliance on traditional donor funding toward diversified financing:

FY25–FY26:

- 100% funding secured for FY25
- 72% secured for FY26

FY27 onwards:

- Decline in traditional donor funding
- Increased need for alternative financing mechanisms

10.3.2 The New Revenue Mix

To address future funding gaps, WWF Zambia will mobilise resources through three key streams:

1. Trusts and Foundations (Anchor Funding)

- Target: **ZMW 41.5 million (USD 1.8 million)** by FY27
- Focus: Endowment-style funds (Elephant Fund, Water Funds)

2. Corporate and Green Finance (Growth Engine)

- Target: **ZMW 19.8 million (USD 0.9 million)** by FY27
- Focus: Water stewardship fees and biodiversity credits

3. Nature Bonds, Biodiversity Credits, and Traditional Donors (Gap Closer)

Target: **ZMW 616.7 million (USD 26.8 million)** between FY27–FY30

Approach:

- Leverage global funds (GEF, GCF)
- Mobilise private investment through Nature Bonds
- Monetise ecosystem services through biodiversity credits

10.4 Financial Sustainability and Risk Management

10.4.1 Addressing the Core Cost Gap

A projected core cost gap of ZMW 21 million by FY29 presents a key financial risk.

Mitigation Measures:

- Implement full cost recovery from FY25
- Apply **15–18% overheads** on all funding proposals
- Eliminate reliance on unrestricted reserves

10.5 Reserves Strategy

Unrestricted reserves are projected to decline to **ZMW 79 million by FY30** without corrective action.

Mitigation Measures:

- Convert pipeline funding into secured income by FY27
- Implement contingency measures if financing delays occur
- Adjust programme expansion to maintain financial stability

10.6 The “Exit” as a Financial Instrument

The Special Purpose Vehicle (SPV) model provides long-term sustainability by separating conservation financing from WWF’s operational budget.

This allows:

- Retention and reinvestment of tourism revenue
- Reduced exposure to donor funding volatility
- Long-term financial independence for priority landscapes

11. STAKEHOLDER ENGAGEMENT & PARTNERSHIPS

11.1 Partnership Strategy

WWF Zambia recognises that successful delivery of its conservation programmes depends on strong partnerships and strategic alliances. The organisation will implement an outward-facing partnership strategy to mobilise financial, technical, and institutional support from both traditional and non-traditional partners.

Partnerships will be guided by WWF's global principles, ensuring alignment with social and environmental safeguards and delivering balanced outcomes for people, nature, and climate.

11.2 Guiding Principles

Partnerships and stakeholder engagement will be guided by:

- **Inclusivity and equity:** Participation of women, youth, and marginalised groups
- **Transparency and accountability:** Clear roles, open communication, and shared decision-making
- **Rights-based approaches:** Respect for community rights, including FPIC and co-management
- **Conflict sensitivity:** Managing risks, grievances, and power imbalances
- **ESSF alignment:** Compliance with WWF's Environmental and Social Safeguards Framework

11.3 Partnership Approach

WWF Zambia will implement its strategy across three priority landscapes through structured partnership models:

- **Multi-stakeholder platforms:** Integrated catchment and ecosystem governance
- **Public-private-people partnerships:** Sustainable land use, tourism, and conservation
- **Transboundary collaboration:** Engagement with regional bodies such as KAZA Secretariat and ZAMCOM
- **Local partnerships:** Traditional authorities, community-based organisations, and producer groups

These models support coordinated action across conservation, livelihoods, and climate interventions.

11.4 Key Stakeholders

WWF Zambia will engage a broad range of stakeholders across sectors:

Local Communities and Traditional Authorities

Communities are central to implementation. Engagement will be based on FPIC and co-creation of conservation activities, including CBNRM, sustainable livelihoods, and nature-based enterprises.

Government Institutions

WWF Zambia will strengthen collaboration with key ministries and agencies to support policy alignment, programme delivery, and landscape-level

coordination.

Private Sector

Engagement will focus on integrating ESG principles, strengthening sustainable supply chains, and co-investing in conservation-compatible business models in agriculture, energy, and tourism.

Financial Sector

Partnerships with banks, DFIs, and impact investors will support the development of sustainable finance instruments and bankable nature-based solutions.

Civil Society and Academia

These actors will support research, innovation, policy dialogue, and community mobilisation.

Development Partners and Multilateral Institutions

WWF Zambia will work with bilateral and multilateral partners, including GCF and GEF, to mobilise funding and technical support for conservation and climate programmes.



12. CONCLUSION

This Five-Year Strategic Plan represents a clear commitment by WWF Zambia to secure a future where biodiversity thrives, economies are resilient, and people live in harmony with nature.

Through an integrated, landscape-based approach aligned with Zambia's Eighth National Development Plan and global conservation priorities, the strategy sets out a practical and actionable pathway for delivering conservation, climate resilience, and sustainable development outcomes. It reflects a shift toward innovative finance, sustainable food systems, and measurable impact across the Kafue, Upper Zambezi, and KAZA landscapes.

WWF Zambia aims to act as a catalyst for lasting change. Achieving this vision will depend on strong partnerships with government, development partners, the private sector, and, critically, the communities who are the custodians of these landscapes.

The organisation recognises that its people are central to delivery. Continued investment in skills, leadership, and organisational effectiveness will ensure accountability, efficiency, and sustained impact.

WWF Zambia invites all partners to join in this shared mission—to protect Zambia's natural capital, advance a green economy, and secure long-term resilience and prosperity for future generations.



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14. APPENDIX

WWF Strategic Goals, KPIs

Programme Type	Programme Goals	KPIs
Conservation	By 2030 the population of key wildlife Species is stabilised or increasing compared to baseline figures	Population of key wildlife species (Elephants, Lions, Lechwe and Large Sables)
	By 2040, key freshwater ecosystems are restored and their ecological integrity and/or functionality enhanced	• Number of key (freshwater) ecosystems restored • Number of kilometres of key freshwater ecosystems with maintained or improved connectivity
	By 2030, key forest habitats are restored, and their ecological integrity and functionality is enhanced	• Forest ecological integrity index • Number of hectares of key forest habitat showing improved forest cover in priority areas
	By 2030, the socio-economic well-being status of target communities is improved by 20% compared to baseline.	• Percentage of households with improved socio-economic wellbeing index
	By 2030, WWF Zambia has achieved 700 thousand Mt-CO ₂ e reduction	• Metric tons of CO₂e sequestered through WWF's place-based activities
Organisation Management	By 2030, ensure effective financial stewardship through enhanced internal controls, efficient resource use, and transparent financial reporting.	• ≥ 95% budget execution rate annually • ≥ 90% compliance with internal audit recommendations • ≥ 80% donor satisfaction with financial reporting
	By 2030, a high-performing, motivated, and values-driven workforce through inclusive culture change, recognition systems, and structured staff development.	• Staff Engagement Survey Score • Staff turnover reduced by 50% (from FY25 baseline) • % of High potential employee (HiPo) staff retained • % of staff using performance dashboards (Canopy) • Frequency of performance review conducted (Quarterly)
	A well communicated & implemented fit-for-purpose structure that aligns roles, teams, and functions with WWF Zambia's strategic vision and operational model.	• % of staff reporting clarity on roles and responsibilities-Functional structure communicated and operational by July 2025

	By FY 2030, WWF ZAM is led by a united, agile and accountable leadership team that consistently drives strategic coherence and reinforces a culture of performance and collaboration across the organisation.	• % of leadership team with defined KPIs • CLT engagement index • 360-degree feedback score average
	By 2030, effective, efficient, and accountable delivery of conservation programmes through integrated (Landscape) planning, strong coordination, and robust PMEAL systems [are implemented/ put in place]	• 80% progress against targets on key conservation outcomes • 95% progress against targets on key conservation outputs
Resource Acquisition	By 2030, WWF Zambia has achieved long-term financial sustainability (through diversified income sources, strengthened financial management and delivering articulating impact at scale.)	• % of unrestricted funding • Total amount (\$) of funds mobilised per year



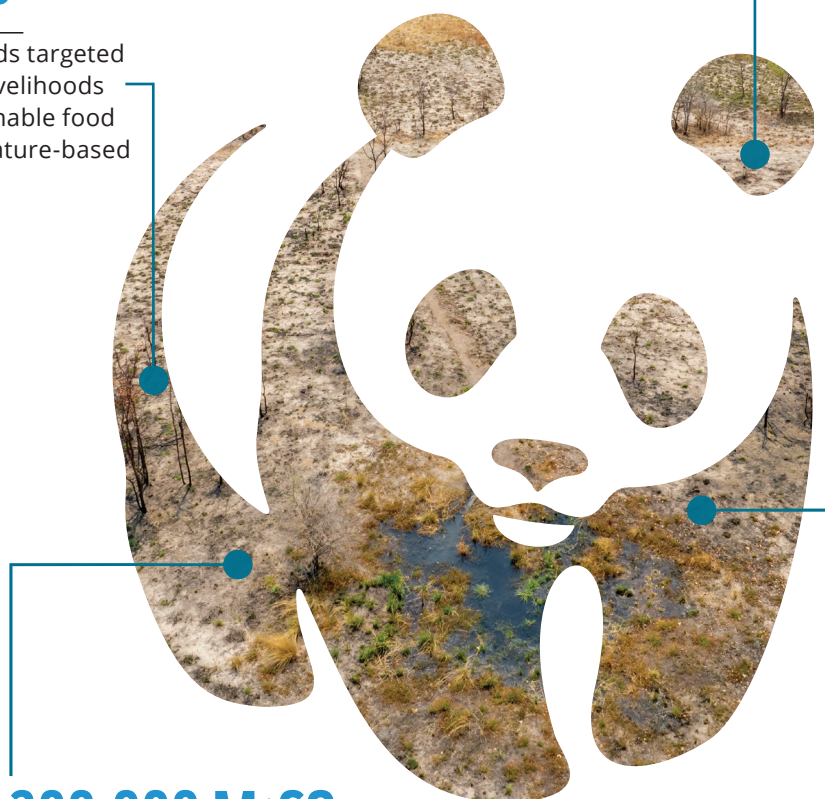
WWF Zambia Office Strategic Plan 2026 2030

100,000+

rural households targeted for improved livelihoods through sustainable food systems and nature-based solutions.

42%

of Zambia's land is under protected area status, forming one of Africa's largest conservation networks



300,000 MtCO₂e

potential emissions reduction through avoided deforestation, ecosystem restoration, and clean energy adoption.

29.25 million ha

of priority landscapes under integrated conservation management across Kafue, Upper Zambezi, and KAZA.



Working to sustain the natural world for people and wildlife

together possible.

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